

processing unit 94 will enable a display member 96 to display the price of the merchandise item (col. 3, lines 55-62).

Cone lacks the teaching of embedded data

Daniele teaches a glyph code within regions 150 or 152 of a document (col. 7, lines 22-24).

(July 31, 2002 Office Action at page 3).

The Examiner further provides that:

[o]ne of ordinary skill in the art would have readily recognized that glyph codes have a non-obtrusive appearance that may be more appealing to the eye than a typical UPC code on a product. Therefore, it would have been obvious, at the time the invention was made, to modify the teachings of Cone with the glyph code as taught by Daniele for aesthetic reasons.

(Id.)

This rejection is respectfully traversed for the following reasons.

The present invention as recited in independent claims 1 and 2 is directed to an apparatus and method, respectively, for: capturing coded embedded glyph data from a substrate having first image information; decoding the coded embedded glyph data to develop registration information; retrieving from a storage location, second image information that corresponds to the registration information; and displaying the second image information on the substrate. Support for this amendment is found in the specification, for example, on page 15.

To establish a *prima facie* case of obviousness under 35 U.S.C. § 103, each of three requirements must be met. First, the reference or references, taken alone or combined, must teach or suggest each and every element recited in the claims. (See M.P.E.P. § 2143.03 (8th ed. 2001.)) Second, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to combine

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the references in a manner resulting in the claimed invention. Third, a reasonable expectation of success must exist. Moreover, each of these requirements must "be found in the prior art, and not based on applicant's disclosure." (M.P.E.P. § 2143 (8th ed. 2001.)) In this case, the Examiner does not argue, and the cited references do not teach or suggest the capability to capture coded embedded glyph data from a substrate having first image information; decode the coded embedded glyph data to develop registration information; retrieve from a storage location, second image information that corresponds to the registration information; and display the second image information on the substrate. Therefore, the cited references fail to teach or suggest all the claim limitations.

A careful reading of Cone reveals that not only does it fail to teach, disclose or suggest a system in which the second image information is displayed on the substrate, but it teaches away from this system when it provides that "[t]he processing unit 94 will enable the display member 96 to display the price of the merchandise item. . ." (Cone at col. 3, lines 59-60.) Since Cone fails to teach a system that displays information on the same substrate from which the information was captured, it does not reach the teachings of the present invention as recited in independent claims 1-2. Daniele was apparently cited for disclosing a glyph code within regions of a document. Nowhere does Daniele disclose or suggest a system that displays registered information on the same substrate from which the information was captured. Accordingly, reconsideration and withdrawal of the rejection of claims 1-2 under 35 U.S.C. § 103 is in order and respectfully requested. This application is in condition for allowance.

Prompt and favorable consideration of this application is requested.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

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Dated: October 10, 2002

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**APPENDIX TO AMENDMENT OF JULY 31, 2002**

Please amend claims 1 and 2 as follows:

1. (Amended Three Times) An apparatus for displaying registered information, comprising:
  - means for capturing coded embedded glyph data from a substrate having first image information;
  - means for decoding the coded embedded glyph data to develop registration information;
  - means for retrieving from a storage location, second image information that corresponds to the registration information; and
  - means for displaying the second image information on the substrate.

2. (Amended Three Times) A method for displaying registered information, comprising:
  - capturing coded embedded glyph data from a substrate having first image information;
  - decoding the coded embedded glyph data to develop registration information;
  - retrieving from a storage location, second image information that corresponds to the registration information; and
  - displaying the second image information on the substrate.

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